

ABSTRACT OF THE DISCLOSURE

A receiving unit 101 repeatedly receives a transport stream, and a specifying unit 102 specifies a purchase state.

5 A restoring unit 103 generates a first audio-digital (AV) signal and interactive data, and an AV reproducing unit 105 generates a second AV signal. A combining unit 106 generates a data-AV combined signal by combining the generated second AV signal and a data signal generated from the interactive

10 data. A data presentation restricting unit 115 outputs the interactive data and a purchase state signal. A control unit 107 receives an operation signal from an inputting unit 110 and outputs it to a data operation restricting unit 116. A

15 data analyzing unit 104 analyzes a presentation element contained in the interactive data and generates video data, which is the data signal. A data judging unit 117 judges whether a currently-presented presentation element is included in the same group as a presentation element that is a link destination of the presented presentation element.

20 When the purchase state is a viewing permitted state, the data operation restricting unit 116 outputs the operation signal. When the purchase state is a preview state or viewing prohibited state and when the above two presentation elements are included in the same group, the operation
25 restricting unit 116 also outputs the operation signal.